

**WPLW
102.5 - FM
HILLSBOROUGH, NC**

ISSUES AND PROGRAMS REPORT

FOR

STATION WPLW

**3rd QUARTER 2015
(July 1st - September 30th)**

Compiled by:
Mike Biddle, Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of September 30th, 2015 included:

EC-Economy
GR-Growth/Transportation/Roads
GA-Government Affairs
EG-Ethics in Government
ED-Education
EH-Environment and Health
POL-Political Affairs
MC-Minority Concerns
FY-Family and Youth
UE-Unemployment/Joblessness
NS-National Security

Carolina Newsmakers

3rd Quarter 2015

"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.

JULY 5

"INTERVIEW WITH PAUL MEYER," EXECUTIVE DIRECTOR OF THE NORTH CAROLINA LEAGUE OF MUNICIPALITIES

BACKGROUND ON THE NORTH CAROLINA LEAGUE OF MUNICIPALITIES, CONCERNS ON TAX POLICY, REPEAL OF THE PRIVILEGE LICENSE TAX, SALES TAX BREAKDOWN, JURISDICTION OF SCHOOL SYSTEMS, POWELL BILL, MAINTENANCE OF SEWER AND WATER SYSTEMS, ANNEXATION STATUS, REALLOCATION OF THE RETAIL SALES TAX, HOW BILLS GET PASSED IN NC LEGISLATURE, TRANSPORTATION TAXES, CONSOLIDATION OF SERVICES, POPULATION DRAIN, CONSOLIDATING EMERGENCY SERVICES, MUNICIPAL ELECTIONS, TAX INCENTIVES IMPACT ON CITIES, STATE HISTORIC TAX CREDIT, AND CITY ORDINANCES. ---- EC, GR, GA, ED, EH, POL

JULY 12

"INTERVIEW WITH BECKI GRAY," VICE PRESIDENT OF OUTREACH AT THE JOHN LOCKE FOUNDATION

LEGISLATIVE SESSION IN NORTH CAROLINA, ROLE OF THE UNAFFILIATED VOTER, ROLE OF NORTH CAROLINA AS A SWING STATE, FINALIZING THE STATE BUDGET, TAX REFORM, IMPACT OF THE CORPORATE TAX, SALES TAX REDISTRIBUTION, IMPACT OF BUSINESS TO BUSINESS TAXES, EMERGING LEADERS IN THE GENERAL ASSEMBLY, POTENTIAL CHALLENGERS TO RICHARD BURR'S SENATE SEAT, AND IMPACT OF DEFERRED MAINTENANCE.---- GA, POL, GR

JULY 19

"INTERVIEW WITH LEE ROBERTS," STATE BUDGET OFFICER OF THE OFFICE OF STATE BUDGET AND MANAGEMENT

STATE BUDGET PROCESS, INFLUENCE OF MEDICAID ON THE STATE BUDGET, IMPACT OF TAX REFORM, MAJOR SOURCES OF TAX REVENUE, FUNDING TRANSPORTATION, PROPOSED BOND REFERENDUM, BOND PROPOSALS FOR CITIES, CHALLENGES PRESENTED BY HAVING PROSPEROUS AND STRUGGLING PORTIONS OF THE STATE, IMPACT OF THE RESEARCH UNIVERSITIES, GROWTH POTENTIAL WITH NORTH CAROLINA PORTS, GROWING RETIREMENT COMMUNITY IN NORTH CAROLINA, AND FINALIZING THE STATE BUDGET.----EC,GR, POL, GA, ED

JULY 26

"INTERVIEW WITH WAYNE GOODWIN," INSURANCE COMMISSIONER AND FIRE MARSHALL OF THE STATE OF NORTH CAROLINA

BACKGROUND ON THE INSURANCE COMMISSIONER POSITION, LIMITED AUTHORITY OVER HEALTH INSURANCE, HOMEOWNERS INSURANCE, HOMEOWNER INSURANCE PROVIDERS, IMPORTANCE OF INSURANCE RIDERS, ROLE AS FIRE MARSHALL, INCREASE IN FIRE SAFETY, FIRE FIGHTERS AND THEIR DUTIES, IMPORTANCE OF VOLUNTEER FIRE FIGHTERS, IMPACT OF WATER SYSTEMS ON FIRE FIGHTERS, CHANGES IN TECHNOLOGY FOR FIRE FIGHTERS, BUNDLING INSURANCE POLICIES, AUTOMOBILE INSURANCE, IMPROVEMENTS IN AUTOMOBILE TECHNOLOGY, CAPTIVE INSURANCE, OPERATION MEDICINE DROP AND DISPOSAL OF PRESCRIPTION DRUGS, INSURANCE FRAUD, AND LIFE INSURANCE POLICY REFORM---EH, GR

AUGUST 2

"INTERVIEW WITH JUNE ATKINSON," SUPERINTENDENT OF PUBLIC INSTRUCTION OF THE STATE OF NORTH CAROLINA

EDUCATION REFORM IN NORTH CAROLINA, EVALUATIONS OF EARLY EDUCATION, FUNDING EDUCATION, IMPROVING STUGGLING AND GIFTED STUDENTS, ROLE OF ADVANCED PLACEMENT COURSES, COORDINATION WITH UNC SYSTEM AND COMMUNITY COLLEGE SYSTEM, RECRUITING AND KEEPING TEACHERS IN NORTH CAROLINA, CHANGES IN TEACHER PREPARATION PROGRAMS, FACTORS FOR GREAT SCHOOLS, DUTIES OF A PRINCIPAL, HOW POVERTY AFFECTS SCHOOL SUCCESS, PER CAPITA SPENDING ON EDUCATION, DISCIPLINE IN SCHOOLS, BULLYING, DISTANCE LEARNING AND DEVELOPING TECHNOLOGY IN EDUCATION, IMPACT OF UNCERTAINTY REGARDING GENERAL ASSEMBLY AND FINALIZING THE BUDGET, AND EVALUATING K-12 SYSTEM----ED, EC, MC, FY, GA

AUGUST 9

"INTERVIEW WITH BETH WOOD," STATE AUDITOR OF NORTH CAROLINA

BACKGROUND ON OFFICE OF STATE AUDITOR, TYPES OF AUDITS, TECHNOLOGY AND INEFFICIENCIES IN STATE GOVERNMENT, BIG DATA, LACK OF INCENTIVES TO SAVE IN STATE GOVERNMENT, GETTING INTO PUBLIC OFFICE, FREQUENCY AND DURATION OF AUDITS, AUDIT PROCESS, STATE AUDITOR STAFF, RECENT AUDITS, NORTH CAROLINA ETHICS LAW, FRAUD AND ABUSE, IMPACT OF CURRENT LEGISLATIVE SESSION, AUDITS OF STATE AGENCIES, AND SUNDOWN PROVISIONS---EC, POL, GA, EG

AUGUST 16

"INTERVIEW WITH MIKE WALDEN," WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

EMPLOYMENT TRENDS IN NORTH CAROLINA, ATTRACTING AUTOMOBILE MANUFACTURERS, FUTURE OF THE NORTH CAROLINA ECONOMY, INFLUENCE OF VALUATION OF CHINESE CURRENCY, ECONOMIC RELATIONSHIP BETWEEN UNITED STATES AND CHINA, IMPACT OF OPENING TRADE WITH CUBA, CAUSES OF FLUXUATION OF GAS PRICES, ANALYZING BUDGET NEGOTIATIONS IN THE GENERAL ASSEMBLY, SALES TAX REVENUE FOR COUNTIES, MEDICAID SPENDING, INTEREST RATES, ISSUES WITH GREECE, INFLATION RATE, AND GLOBAL OUTLOOK.----EU,EC,EH, NS, POL

AUGUST 23

"INTERVIEW WITH ANDY TAYLOR," NC STATE PROFESSOR OF POLITICAL SCIENCE

HILLARY CLINTON USE OF PRIVATE EMAIL ACCOUNT AND IMPACT OF STORY ON HER PRESIDENTIAL CAMPAIGN, EARLY CAMPAIGNING, PROSPECTS OF JOE BIDEN ENTERING THE PRESIDENTIAL RACE, VICE PRESIDENT AND PRESIDENT RELATIONSHIPS, RICHARD BURR SENATE SEAT, CHALLENGES FACING DEMOCRAT AND REPUBLICAN PARTIES IN NORTH CAROLINA, IMPACT OF MOVING NORTH CAROLINA PRIMARY, POLITICAL ADVERTISING, APPEAL OF DONALD TRUMP, AND GOVERNOR'S RACE IN NORTH CAROLINA-----NS, POL, GA, MC

AUGUST 30

"INTERVIEW WITH KORY SWANSON," PRESIDENT AND CEO OF THE JOHN LOCKE FOUNDATION

KORY SWANSON BACKGROUND, INFRASTRUCTURE SPENDING IN LEGISLATIVE SESSION, PROBLEMS CAUSED BY POPULATION GROWTH, ECONOMIC INCENTIVES, MCCRORY ADMINISTRATION STANCE ON INCENTIVES, STATE OF THE POLITICAL PARTY SYSTEM, REVISING REDISTRICTING, U.S. SENATE SEAT CHALLENGERS TO RICHARD BURR, ANALYZING GOVERNOR'S RACE IN 2016, IMPACT MOVING UP NORTH CAROLINA PRIMARY, HEALTH CARE IN NORTH CAROLINA, OVERVIEW OF CERTIFICATES OF NEED, MEDICAID SPENDING, ENTITLEMENT SPENDING, MODEL PEER STATES, JOHN LOCKE FOUNDATION 25TH ANNIVERSARY, HOW THE GENERAL ASSEMBLY SHOULD APPROACH THE LEGISLATIVE SESSION, AND RURAL AND URBAN DIVIDE-----POL, GA, GR, EC, EH

SEPTEMBER 6

"INTERVIEW WITH BRUCE STANLEY," PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE METHODIST HOME FOR CHILDREN

BACKGROUND OF THE NFIB, ECONOMIC ENVIRONMENT FOR BUSINESS IN NORTH CAROLINA, EXPORTING, INCENTIVES FOR NEW BUSINESS, HEALTHCARE REFORM, ENTITLEMENT SPENDING, RETIREMENT AGE, MEDICARE AND MEDICAID, ASSESSING REGULATIONS, DESIRE FOR BIPARTISAN DIALOGUE, REDISTRICTING, TAX REFORM, ENERGY PRODUCTION, HYDRAULIC FRACTURING, MINIMUM WAGE LEGISLATION, SERVICE TAX LEGISLATION, AND INSURANCE MANDATES-----EC, MC, POL, EH

SEPTEMBER 13

"INTERVIEW WITH PATRICK WOODIE," PRESIDENT OF THE NORTH CAROLINA RURAL ECONOMIC DEVELOPMENT CENTER

BACKGROUND ON RURAL CENTER, DEFINING RURAL AREAS, OPERATING IN SMALL COUNTIES, ATTRACTING AND RETAINING BUSINESSES IN RURAL AREAS, RETAINING YOUNG PEOPLE, IMPACT OF RETIREES LOCATING TO THE STATE, COUNTIES DECREASING IN SIZE, STATES HAVING SIMILAR ISSUES TO NORTH CAROLINA, IMPACT OF LARGE WAREHOUSE STORES, STATUS OF BROADBAND INTERNET ACCESS IN RURAL AREAS, IMPACT OF PORTS ON NORTH CAROLINA, VALUE OF THE COMMUNITY COLLEGE SYSTEM, INFLUENCE OF MILITARY IN RURAL AREAS, IMPACT OF SMALL BUSINESSES ON SMALL ECONOMIES, POTENTIAL IMPACT OF BOND REFERENDUM, DISTRIBUTION OF SALES TAX, ISSUE OF DEFERRED MAINTENANCE, AND 2015 RURAL ASSEMBLY-----GR, EC, ED, NS, EH

SEPTEMBER 20

"INTERVIEW WITH JOHN HOOD," PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION

STATE BUDGET FINALIZED, SAVING PORTION OF THE BUDGET SURPLUS, WHY BUDGET PROCESS WAS LONGER THAN USUAL, SALES TAX DISTRIBUTION, THE BOOK CATALYST, HIGHWAY FUND AND BUILDING ROADS, TEACHER PAY, PRESIDENTIAL PRIMARY MOVED UP IN NORTH CAROLINA AND LOCAL IMPLICATIONS, TEACHER ASSISTANTS, FUNDING DRIVER'S EDUCATION, BACKGROUND OF FORMER GOVERNOR JIM MARTIN, PROJECTIONS FOR DONALD TRUMP AND THE PRESIDENTIAL NOMINATIONS, CHANGES WITH DEPARTMENTS IN STATE GOVERNMENT, AND SMALLER BUDGET PROVISIONS ----- EC, GA, POL, ED

SEPTEMBER 27

"INTERVIEW WITH BOB PHILLIPS," EXECUTIVE DIRECTOR OF COMMON CAUSE NORTH CAROLINA

BACKGROUND ON COMMON CAUSE, REDISTRICTING AND GERRYMANDERING, INFLUENCE OF TECHNOLOGY IN REDISTRICTING, BARRIERS TO GET INTO POLITICS, IMPACT OF MOVING PRIMARY, TRUST AND JOURNALISM, ELECTION REFORM, SAME DAY REGISTRATION, OUT OF PRECINCT VOTING, SECURE ELECTIONS AND FRAUD, HISPANIC VOTING POPULATION, GOVERNOR'S BOND ISSUE, STATE OF JOURNALISM, ETHICS IN GOVERNMENT, ROLE OF LOBBYISTS, AND POLITICAL ADVERTISING ----- POL, GA, EG,MC

RECORDED PUBLIC SERVICE ANNOUNCEMENTS

Organization/Event: Staple's "Think It Up" w/ Nick Jonas

Length: 30

Dates: 7/22 - 9/29

Total # of Spots: 165

FY, ED

Organization/Event: Walk For Hope

Length: 30

Dates: 9/14 - 9/30

Total # of Spots: 83

FY, EH, ED

LIVE EVENTS:

Pulse FM (WWPL) organized a free concert for students on Saturday 9/12 at Crabtree Valley Mall. National recording artists Bea Miller, Nathan Sykes and Daya performed in the center court of the mall to commemorate the beginning the new school year. WWPL conducted weeks of on-air promotion for the event that included 200 recorded promos and 150 live mentions. FY, ED